IN THE SPECIFICATION

Please amend the specification as follows:

Please amend the paragraph beginning at page 1, line 7 as follows:

Utility Application Serial No. [[--/---,---]] 09/845,851, entitled "SHAREHOLDER VALUE ADD FOR FINANCIAL PROCESSING IN A RELATIONAL DATABASE MANAGEMENT SYSTEM," filed on ~~same date herewith~~ April 30, 2001, by George Robert Hood, attorney's docket number 9511; and

Please amend the paragraph beginning at page 1, line 11 as follows:

Utility Application Serial No. [[--/---,---]] 09/845,924, entitled "AMORTIZATION FOR FINANCIAL PROCESSING IN A RELATIONAL DATABASE MANAGEMENT SYSTEM," filed on ~~same date herewith~~ April 30, 2001, by George Robert Hood, attorney's docket number 9435;

Please amend the paragraph beginning at page 7, line 26 as follows:

FIG. 2 is a data flow diagram that illustrates the operation of the Value Analyzer Calculation Engine 104 according to the preferred embodiment of the present invention. Within the Value Analyzer Calculation Engine 104, one or more Profitability Calculations 200 accept a number of inputs including Account Attributes 202, Event Attributes 204, Organization Attributes 206, and Profit Factors 208. Thereafter, the Profitability Calculations 200 invoke one or more Rules 210 that generate the FFAPM 212, which in turn are used to create the Database ~~212~~ 214. The Database ~~212~~ 214 may be represented along account, event, or organization dimensions, or along other dimensions as may be required. These elements are described in more detail below.

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